



CASE STUDY

How my unique blog and email promotion strategies outperformed all other social media influencers' content for a brand partnership



AT A GLANCE

Challenges

- Finding opportunities that are more far reaching and less risky than social media to reach target consumers
- Compelling those consumers to make a purchase with helpful content



2023 STATISTICS

- 68% of online experiences begin with a search engine
- SEO drives 1,000% more traffic than organic social media

(Source: Abrefs.com)

MY STATISTICS

- ~750,000+ people read my blog each month
- ~80,000+ email newsletters are opened from me each month

OBJECTIVES

To implement a successful brand partnership that drives massive brand awareness, converts sales at a high rate, and isn't subject to the whims of a social media platform

SOLUTIONS

Use SEO expertise to target optimal keywords and publish unique, helpful blog content that ranks high on search engines for evergreen, long-term exposure and sales conversions. Also, pitch to a warm audience via email marketing and product mentions on relevant, high-traffic blog posts. Market seasonal sales and discount codes to help close the sale.

BRAND PARTNERSHIP RESULTS

Sales (One Year Report)

- \$141,400 in sales directly attributed to this campaign
- 242,434 views of branded blog content
- 32,395 referrals generated by the campaign

Return on Investment

- 10X
- For every ~\$1,000 spent, ~\$10,000 in sales were converted

Continued Future Performance

- My strategy continues to perform at similar rates each month, and I'm ranked at the top of 350+ partners for the brand.